

Wisconsin Soft Drink Association

Total Lobbying Effort

Total Lobbying Expenditures

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
\$51,000.00	\$51,000.00	\$51,000.00	\$51,000.00	\$204,000.00

Total Hours Communicating

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
3.00	7.00	12.50	3.00	25.50

Total Hours Other

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
148.75	94.50	347.50	174.00	764.75

Hours Lobbied on Each Matter

Lobbying Effort On Legislative Bills And Resolutions

Assembly Bill 620

Relating to: physical fitness assessments, school nutrition, a quality rating system for day care centers, and granting rule-making authority.

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
	15.00 (15%)	126.00 (35%)		141.00 (18%)

Lobbying Effort On Topics Not Yet Assigned A Bill Or Rule Number

Soft Drink Tax

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
75.88 (50%)				75.88 (10%)

Beverage Container Deposit

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
7.59 (5%)				7.59 (< 1%)

Beverages in schools

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
7.59 (5%)	20.30 (20%)			27.89 (4%)

Recycling Matters

2009	2009	2010	2010	Total
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January - June	July - December	January - June	July - December	Total
			35.40 (20%)	35.40 (4%)

Minor Efforts

(Time spent on matters each of which accounted for less than 10% of the organization's lobbying)

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
15 (10%)	20 (20%)	36 (10%)		71.48 (9.05%)

Other Matters

Includes time spent on:

- Gubernatorial nominations
- Matters on which the organization made no lobbying communication

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
45.53 (30%)	45.68 (45%)	198.00 hours (55%)	141.60 (80%)	430.81 (54.52%)